



BRIGHTON PHOTO FRINGE – HINTS AND TIPS FOR MEDIA COVERAGE

We thought we'd put together some short hints and tips for getting media coverage of your exhibitions. We are doing our own press but know a lot of you are doing great work too. We hope the info below is useful!

Press coverage:

We are sure you are all doing a great job regarding press coverage for your exhibitions!

Please do let us know if you are in receipt of any coverage as we would love to see it and also send out on our news wires and social media channels.

You can send it to our Office Manager Jane Noble jane@photofringe.org or our Press Consultant Nicola Jeffs – nicola@photofringe.org

All press are welcome at the media launch - please spread the word!

Please do invite any press contacts to our media launch, which is on Saturday October 6th beginning at Phoenix Brighton. For more details contact Nicola or Jane as above. There will also be a short press trip if any contacts may be interested. Get in touch!

Social Media

We have a Facebook and Twitter for Photo Fringe – do interact with us and we will do our best to retweet you and share info and images on Facebook.

Twitter: @photofringe

Facebook: search for Photofringe

Some of our info for your press material:

Please do feel free to use this quote from us in your press releases:

Claire Lloyd, BPF Director commented, "Brighton Photo Fringe leads the way in the 'Curation of Participation'. It's a great opportunity for lens-based artists at all stages of their careers to show work in innovative ways to large audiences, whilst encouraging those audiences to participate and become part of something truly special. Our programme this year takes risks with original and playful events and exhibitions that will inspire and engage, opening up new conversations and provoking debate."

You can also reference that the full brochure is available here if you like:

www.photofringe.org/

We have a 'boiler plate' which goes at the end of press info.

Here it is:

Brighton Photo Fringe (BPF) is one of the largest photographic festival of its kind in the UK. Founded in 2003, BPF was initiated to work in partnership with BpB to enable local artists to become involved with the international festival (BpB). BPF has grown year on year into an all-encompassing event open to all; a rare experimental festival that places the practitioner at its heart and embraces all audiences. BPF supports, advises

and provides opportunities for photographic and lens-based artists while providing diverse and accessible exhibitions, events and programming for audiences. With a strong character, attitude, playfulness and freedom, BPF enables its exhibitors to take risks and self-curate a large number and wide variety of lens-based exhibitions that permeate the city.

www.photofringe.org